

**ABSTRACT OF THE DISCLOSURE**

5 A method and system for providing personalized coupons at the beginning of a customer's shopping process, i.e., before the customer starts to shop. The method includes the steps of obtaining a current shopping list from a wireless communication device (e.g., a PDA, a mobile phone) of the customer, correlating the current shopping list with an available coupon list to identify personalized coupons for the customer, and providing the personalized coupons to the customer at the beginning of the customer's shopping process, so that the coupons can be used effectively during the customer's current store visit.

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